

THE HENRY FORD

Dearborn, Michigan

The Henry Ford is a large indoor and outdoor history museum complex, that includes the Museum, Greenfield Village and the River Rouge Factory Tour. The property houses a vast array of famous homes, machinery, exhibits, and Americana. The museum's intent is to show how Americans lived and worked since the founding of the country. The Ford Rouge Factory Tour offers guests an exciting inside look at just how far we've come in manufacturing the cars we drive every day, sending visitors on a self-guided journey through the history of automobile manufacturing.

MR-ProFun assisted this destination attraction in the development of a master plan for all three elements including the Henry Ford Museum, Greenfield Village and the IMAX Theater.

MR-ProFun's scope of work included an analysis of past and present operational and financial data, development of an attendance distribution model, a design-day analysis, and a supply-side analysis. Additionally, we advised on staffing requirements and provided recommendations regarding the museum's ticket packaging, pricing strategy and membership program relative to operating efficiency and capacity utilization of the master plan components.

Work on the Factory Tour included preliminary business and operational planning recommendations.

- Business and Operations Planning
- Operational and Marketing Audit and Implementation

